**S.E.M. ~ Chapter 5 Activities**

**Winning Strategies ~ Page 121** NuBoard Media Sports Promo

What features make NuBoard’s promotional media more effective than traditional media?

How could event sponsors use NuBoard’s promotional media to make a stronger connection with   
people who are already customers? How could they collect data from repeat customers?

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**Opening Act ~ Page 122** Marketing Research Firms

Discuss what might cause a celebrity’s appeal to dramatically change in a positive or negative way.

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**Encore Questions ~ Page 125** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#3 – Why would presentation skills be important to a marketing research director?   
Provide 2 examples of how presentation skills might be used in the position.

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#4 – Are there sports teams to which you are loyal? Do you lose interest and make fewer-related purchases when the team is not winning? Describe some possible strategies for keeping fans “engaged” during team losing streaks.

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**Marketing Myths ~ Page 128**

Movie marketers offer free previews to media movie critics. Why do they use this technique?  
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What is the purpose of giving away limited “sneak-preview” tickets to the public prior to a movie opening?

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**Encore Questions ~ Page 132** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#3 – Write a paragraph explaining why “defining the problem” is critical to the marketing research process. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Judgment Call ~ Page 134**

Do marketing researchers, credit card companies, and retailers have an obligation to protect their customers’ personal data? Why or why not?

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How might it impact a retail store if it became know that its customers’ data was not properly secured?

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**Encore Questions ~ Page 137** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#4 – Advertising tobacco products on television is prohibited.   
Why would market researchers still want to collect data about televised sports watched by smokers? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_